

**Subject:** Fwd: Value Proposition for Existing Businesses

**From:** Miranda Paster <miranda.paster@lacity.org>

**Date:** 07/07/2017 10:57 AM

**To:** Jasmine Ramos <jasmine@fashiondistrict.org>

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fyi

----- Forwarded message -----

From: **Frank Aguirre** <[frank.j.aguirre@lacity.org](mailto:frank.j.aguirre@lacity.org)>

Date: Fri, Jul 7, 2017 at 9:23 AM

Subject: Value Proposition for Existing Businesses

To:

Hello Friends,

The city funded East Region BusinessSource center is offering a free 5-week workshop on creating a plan to grow your business. This training is for existing businesses who want to grow their business. One question every entrepreneur should be asking themselves is - What sets you apart from the competition? In other words, what is your value proposition? I am forwarding a brief article that highlights the importance of understanding your ventures value proposition.

**Establish a value proposition:** For your business to sustain long-term growth, you must understand what sets it apart from the competition. Identify why customers come to you for a product or service. What makes you relevant, differentiated and credible? Use your answer to explain to other consumers why they should do business with you.

<https://www.entrepreneur.com/article/240853>

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**In conjunction with the Highland Park Chamber of Commerce, the East LA BusinessSource Center is hosting a FREE 5-week workshop on How**

## to Grow Your Business!

Each session will discuss a different set of topics ranging from access to capital, license and permit registration, bookkeeping, marketing and creating an online presence, among many others.

You do not have to be able to attend all sessions to sign up. Choose the topics you want to learn and attend those sessions!

The 5-week workshop series is sponsored by Councilmember Jose Huizar's office and the Economic Development Office of Los Angeles Mayor Eric Garcetti and the City of Los Angeles Economic and Workforce Development Dept.

### Who should attend?

Business owners located in the City of LA who would like to learn more about growing their business. This workshop series can also be of benefit for those looking to start a business in the City of LA.

### Where are the sessions held?

NELA Homes  
5532 N. Figueroa St.  
Los Angeles, CA 90042

### When?

Wednesday evenings from 6-9pm. The first session will be held on Wednesday, July 12.

### How do I sign up?

Follow this link <http://www.labsc-bpi.org/> or call [323-726-7734](tel:323-726-7734).  
Seating is limited so please sign up now!

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Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

— Small Business Training (July 12, 2017) - Flyer.png

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# Highland Park

## Small Business Training Program



**Los Angeles  
Residents Only**

Brought to you by:



Partnership with:

Councilmember  
**JOSE  
HUIZAR**



Los Angeles Business Source Center is funded by the City of Los Angeles CDD and Operated by Barrio Planners Incorporated (BPI)

LEARN  
HOW TO  
**GROW**  
YOUR BUSINESS  
IN ONLY  
**5 WEEKS**

Next Course Starts  
July 12, 2017

Seats are Limited **Register now!**

Call 323.726.7734 or [www.labsc-bpi.org](http://www.labsc-bpi.org)

### Topics Include:

- Online & Social Media Marketing
- Strategic Marketing for Success
- Business Financing Options
- Commercial Leasing / Business Insurance
- Record Keeping & Bookkeeping
- Navigating City Regulations (Zoning, Signage, and Parking Regulations)

### Course Location:

NELA Homes  
5532 N. Figueroa St  
Los Angeles, CA 90042

Classes Meet Once a Week  
on Wednesday Evenings  
From 6:00pm to 9:00pm  
**[www.labsc-bpi.org](http://www.labsc-bpi.org)**

— Attachments: —

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Small Business Training (July 12, 2017) - Flyer.png	717 KB
Small Business Training (July 12, 2017) - Flyer.pdf	4.5 MB